🛳 **Ship early and often**

(it applies to product marketing too)

What keeps us from shipping?

- Pride
- Perfectionism
- Scope creep
- Fear of criticism
- Fear of rejection

"The thing I probably repeat most is this recipe for a startup: **get a version 1 out fast**, then improve it based on users' reactions... **Users hate bugs, but they don't seem to mind a minimal version 1**, if there's more coming soon."

- **Paul Graham**

🚢

Publish that landing
page with
screenshots

- - - ▶

⏱️

Add the animations
later.

🚢

Share that one pager with **your design**

- - - ➤

⏱️

Swap in the "prettier" version later

🛳️

Start with a single slide ‑ ‑ ‑▶ Build the full deck later

⏱️

🛳️

Record a quick
async video

- - - ➤

⏱️

Run the
enablement
session later

🚢

Share insights **as you uncover them**

➡️

🕑

Update your content later

🚢

Start with a **rough process** - - - ▶

⏱️

Refine it as you go

Work towards a v0

"The v0 is the first step on the road to building the full vision ... the least amount of work possible to say **"Hey, this is what I'm creating. What do you think?"***"*

- **David Mack**

Share mini demos (works-in-progress)

- Points you in the right direction

- Pools together the combined experience of your team

- Provides a regular drip of progress

- Prevents people from doing unnecessary work

- Provides a forcing-function to get stuff moving

- Makes each day feel successful and exciting 🎉

Consider this your **reminder**,
call-to-action, and/or **permission** to

Ship it!